

How to Build an Omnichannel Strategy

Today's B2B sales team can no longer rely on a handful of channels to adequately meet customer expectations. According to [McKinsey](#), B2B customers now regularly use **10 or more channels during supplier interactions**. This makes building an effective omnichannel strategy essential to your brand's success.

Where sales teams used to rely on in-person interactions to make their first impression, your brand must now have cohesive messaging across email, social media, review sites, customer service, and your website. To design a strategy that fits every channel, **you must know what steps to take and which elements are best suited to engaging with your customers**.



Use this omnichannel sales strategy checklist to ensure you don't miss a key step that could cost you a sale.



1 Identify top channels

Build your omnichannel strategy based on which channels your customers are interacting with the most, and which preferred channels you may not currently leverage. For B2B buyers, these channels can include your website, social media, review sites, phone interactions, or even video demos.

2 Consider the customer journey

Pay attention to the way your customers interact with your brand as they progress through their journey. If a customer moves from your website to a demo to talking with your sales team, you need to ensure their needs are continuously met.



3 Align your messaging

Maintain consistent messaging across each channel, but avoid using repetitive content. Unique content with consistent messaging adds variety without confusing your audience.

4 Unify your customer experience

Incorporate elements into your strategy that form a cohesive experience across each channel, such as product recommendations and personalized content.



5 Integrate data

Make customer data across all channels easily accessible so your team can optimize each interaction. For example, if a customer indicates a specific pain point in an interactive video demo, your team should address this pain point later on in sales calls and follow-up emails.

6 Empower channel partners

Invest in tools like [Consensus Channel Accelerator](#) to boost success by giving channel partners access to the same resources as your sales team.



7 Maintain personalization

Offer personalized content and recommendations across each channel to create trust and proactively address customer needs, regardless of how they choose to interact with your brand.

Ready to build your omnichannel strategy?

Discover top tactics and tools at our blog.

[LEARN MORE](#)